

**FOR IMMEDIATE RELEASE
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**BLUEFISH444 ANNOUNCES EPOCH & CREATE VIDEO CARDS SUPPORT FOR
WINDOWS VERSION OF ADOBE CREATIVE SUITE 5 PRODUCTION PREMIUM**

S. Melbourne, Australia, April 12th, 2010 ... Bluefish444, a leader in 2K and HD video cards for feature film and broadcast television, today announced that its Epoch & Create range of products will support the Windows version of Adobe® Creative Suite® 5 Production Premium.

***EPOCH & CREATE HARDWARE TO SUPPORT ADOBE CREATIVE SUITE 5
PRODUCTION PREMIUM***

The entire range of 6 Epoch video cards and 3 Create video cards will include free plug-ins for Adobe CS5 Production Premium software.

All the existing features offered in the Bluefish444 plug-ins for Adobe CS4 will seamlessly transition to Adobe CS5 Production Premium to support the existing Bluefish444 video I/O workflows. In addition, Bluefish444 will be taking advantage of new features within Adobe CS5 Production Premium to support RD3 digital intermediary workflows.

DUAL LINK 2K/HD 444 DIGITAL INTERMEDIARY (DI) WORKFLOW

The Bluefish444 Epoch 2K range and Create 2K Ultra product support uncompressed 444 I/O via the bundled Bluefish444 Windows Symmetry software. Adobe CS5 Premium Production will be used as an option for offline editing and graphics for Bluefish444 customers throughout DI workflows.

SINGLE LINK HD 422 OFFLINE/ONLINE WORKFLOW

All 6 Bluefish444 Epoch video cards, Create HD and Create 2K Ultra products support single link 422 I/O. Adobe CS5 Premium Production will be used for all offline and online editing and graphics in this workflow.

***FILE BASED TRANSFER OF COMPRESSED FILES WORKFLOW
INCLUDING RED DIGITAL CINEMA RD3 FILES***

All Bluefish444 Epoch and Create video cards will support SDI/DVI/HDMI real time preview from the timeline of Adobe Premiere Pro CS5 of compressed files such as Sony XDCAM EX/HD, Panasonic P2 DVCPRO 50/HD and AVCHD.

For the first time Bluefish444 will support a pre set within Adobe Premiere Pro CS5 software for the real time SDI/DVI/HDMI preview of Red Digital Cinema RD3 files from the timeline.

Bluefish444 Epoch and Create video cards can be used in conjunction with Adobe CS5 Production Premium software for offline editing, graphics and mastering of RD3 projects as 422 or 444.

Craige Mott, Managing Director of Bluefish444, states, "*Bluefish444 has been supporting Adobe on the Windows platform since 2002. We have a large and loyal customer base of satisfied digital content creators across a number of varied workflows. Adobe CS5 Production Premium raises the digital content creation bar higher and allows Bluefish444 to offer even more features and workflow solutions to its customer base..*

About Bluefish444:

Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd. based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows, MacOSX and Linux operating systems. Its video capture cards are used by a large number of OEMs specializing in broadcast and digital intermediary solutions. By continuing to work with workstation vendors, system integrators and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows and Mac OSX based editing, animation and compositing solutions making sure that the hardware is optimized for analog, and 2K/HD/SD SDI solutions. For more information on Bluefish444, please visit the Bluefish444 website at www.bluefish444.com

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